

## June 2022

### Bottled Water - UK

“The income squeeze and the accelerated sustainability movement will further ingrain the use of refillable bottles and severely test the resilience of the bottled water market. Added value innovation that taps into the leading usage drivers – taste, health, hydration and energy/focus – is set to be pivotal in ...

### Brand Overview: Drink - UK

“As inflationary issues and economic uncertainty impact on household budgets and discretionary spend, it will become even more critical for brands to communicate their value proposition to resonate with consumers. Brands that align their offerings to wellness trends, position their launches as more than just beverages and encourage consumers to ...

## May 2022

### Leisure Outlook - UK

“18-24s are now as likely to take part in competitive socialising activities as they are to go to the pub for drinks, highlighting their desire for new and varied activities that provide a sense of adrenaline but don't necessarily involve consuming alcohol”.

– Paul Davies, Category Director – Leisure, Travel ...

## April 2022

### Attitudes towards Healthy Eating - UK

“Propelled by the pandemic-driven rise in both eco- and health- consciousness, the prevailing ‘holistic health’ ethos is increasingly extending to that of the planet, and a very powerful proposition will be created through bringing together benefits around both. The popular concepts of ‘food as medicine’ and ‘mood foods’ continue to ...

### Food and Drink Gifting - UK

“Food and drink gifting occasions will remain resilient during the income squeeze in 2022-23, but there is a strong likelihood of trading down within categories. Recommendations of more affordable substitutes for favourite products should chime in this climate. ‘Build your own gift package’ initiatives can also help retailers to attract ...

### Alcoholic Drinks Review - UK

“Alcoholic drinks’ discretionary nature puts them in line for cutbacks in 2022 as inflation accelerates. Further NPDP in smaller formats designed to hit a more accessible price point should help brands to maintain sales, also appealing to those moderating alcohol intake for health reasons. Visual effects such as colour-changing can ...

### Cider - UK

“Hit by COVID-19, the cider market isn't out of the woods yet, as the rising cost of living hampers consumers’ previously enthusiastic return to hospitality. However, interest in sustainability and health provide cider brands with plenty of opportunities for driving consumer engagement with the market in the longer term.” ...

### Baby Food and Drink - UK

“Pressure on household incomes in 2022 will erode sales of baby food, drink and milk by boosting scratch cooking and further reducing birth rates. Parent/toddler cooking kits and frozen baby/toddler food products warrant attention, given strong consumer interest and limited availability. The former's appeal as a fun and ...